

TIFFANY PRESS SHEET

"WOMEN GO ON FOREVER"

A Poignant, Breath-Taking Drama Of Woman's Gift Of Understanding

THE CAST

Daisy Bowman	CLARA KIMBALL YOUNG
Betty	MARION NIXON
Eddie	Paul Page
Detective	Thomas Jackson
Pearl	Yola D'Avril
Elmer Givner	Eddie Lambert
Mrs. Givner	Nellie V. Nichols
Jake	Morgan Wallace
Pete	Maurice Black
Willie	Lorin Raker
Tommy	Maurice Murphy



CLARA KIMBALL YOUNG

One-Col. Scene Cut or Mat T-60

Lang Thinks Cast Perfect In "Women Go On Forever"

(Advance Reader)

Walter Lang, director, believes he has a perfect cast in his latest James Cruze Production, "Women Go On Forever," which is coming to the-----Theatre.

For the star he picked Clara Kimball Young, formerly tremendously popular in silent pictures, but who had been away from the screen for five years. Lang knew Miss Young back in the days when both of them were on the stage and had confidence in her ability to handle the difficult role of "Daisy Bowman" in the screen adaptation of the stage play.

Marion Nixon and Paul Page were chosen for the two lovers in the picture. Both are good looking and popular with picture-goers.

The role of "Jake," also an exceedingly difficult one, was given to Morgan Wallace. He played the role in the New York stage production during its original run at the Forrest Theatre, New York.

Yola D'Avril and Lorin Raker were chosen for the roles of hard-boiled "Pearl" and her spineless "man."

No better choice could be made than that of Thomas Jackson for the role of the relentless detective.

Maurice Black, considered Hollywood's most perfect underworld type, was cast as "Pete."

Eddie Lambert and Nellie V. Nichols, dialect comedy players extraordinary, were handed the comedy relief roles of "Mr. and Mrs. Givner."

Casting the role of "Tommy," blind son of the star, was a difficult task. Hundreds of applicants were considered. Lang finally settled upon a virtually unknown player,

Play Same Role On Stage And Screen

(Advance Reader)

Morgan Wallace, popular New York stage player, will be seen in the principal supporting role with Clara Kimball Young in her triumphant "come-back" to stellar roles in James Cruze's stirring drama of city life, "Women Go On Forever," which is coming to the-----Theatre.

Wallace originated the role of "Jake Goldie" during the run of the play at the Forrest Theatre in New York. He will be seen in the same role in the talking picture.

A featured member of Broadway productions for the past fifteen years, Wallace has been seen in "The Gentle Graft," "The Tavern," by and with George M. Cohan; "The Acquittal," by Cohan & Harris; he was featured in London in "Lawful Larceny," at the Savoy Theatre; in vaudeville with Josephine Cohan, daughter of George, and with Kitty Gordon.

He has made a number of picture appearances recently. Among these are "Up the River," "Big Money," "It Pays to Advertise," and his latest, "Alexander Hamilton," with George Arliss.

Maurice Murphy, a Beverly Hills high school boy. His choice was vindicated by the great performance turned in by the young seventeen-year-old scholar-actor.

CLARA KIMBALL YOUNG RETURNS TO SCREEN AFTER LONG ABSENCE

Has Been On Stage Since She Was Seventeen
And Played Throughout U. S.

(Advance Reader)

Clara Kimball Young, one time premier star of the silent screen, is making a triumphal return to pictures in her first all-talking starring vehicle, the James Cruze production for Tiffany Productions, Inc., "Women Go On Forever," which will be at the-----Theatre-----

Miss Young's return is looked upon with keen interest by everyone in and out of the motion picture industry, for she is an outstanding example of the fact that many stars of the silent screen are coming into their own again.

In 1912 Miss Young was a stellar player at the Flatbush studios of the old Vitagraph company and remained a star until 1923 when she deserted the screen to go back on the stage. She made her last silent picture in 1925.

On the stage since she became seventeen, she was well known as a player before she entered her picture career. A wide experience in stock companies playing practically every city in the United States fitted her for work before the camera. The knowledge of lines and delivery now makes her a formidable contender for top honors in talking pictures.

In "Women Go On Forever" she will be seen in the role of "Daisy Bowman," originated by Mary Boland during the Broadway run of the Daniel N. Rubin play of the same name.

In her first featured talking role, Cruze has surrounded Miss Young with a powerful cast. Marion Nixon and Paul Page have the

Eddie Lambert in Feature

(Advance Reader)

Eddie Lambert, famous dialect comedian, contributes one of his inimitable characterizations in support of Clara Kimball Young, starring in her first all-talking vehicle, "Women Go On Forever," coming to the-----Theatre-----

Lambert's scrambled English has added hundred of laughs to pictures in which he has been cast. In "Women Go On Forever," James Cruze's powerful drama of New York life, he will be seen in a comedy relief role, that of "Mr. Givner," the Jewish boarer.

"Before I Go, I'll Finish You!"



Two-Column Scene Cut or Mat

HARD-BOILED AND SOFT HEARTED, SHE LONGED FOR A MAN TO LOVE

CREDITS

A JAMES CRUZE PRODUCTION

Produced by SAMUEL ZIERLER

Directed by WALTER LANG

Play by DANIEL N. RUBIN

Photography by CHARLES SCHOENBAUM

Recorded by R. C. A. Photophone

Length, 6099 Feet

Running Time, 78 Minutes

SYNOPSIS

Daisy Bowman, owner of a boarding house in a rundown New York district, has just rented a room to a good-looking gigolo, Jake, removing the "room for rent" sign from the window. Sizing him up with frank admiration, she gives him the best room in the house—the one next to hers. The other roomers include Mr. and Mrs. Elmer Givner and Betty and Eddie, who have just announced their engagement. Eddie's earnings as a taxi driver are so slight that he reluctantly consents to drive his car on shady missions for Pete, a crony of Jake's and the operator of a poolroom.

Eddie's plan to marry Betty is frustrated when he is nabbed by the police. He refuses to disclose whom the stuff belongs to, and before he is sent up, he phones Betty a trumped-up story that he must leave town for a few months.

During Eddie's absence, Jake pays unwelcome attentions to Betty, who turns him down. She has had no word from Eddie and has lost her job by refusing the advances of her employer. Once again she refuses Jake's invitation to step out with him; but when Pearl and her boy friend Willie announce their marriage, Betty's resistance is shaken and she agrees to go out with Jake. Pete refuses to give Jake money and suggests that he get it from Daisy's room. As Jake goes, Pete informs Daisy and locks him in. Pete and Betty go off together, while Daisy surprises Jake in her room.

Jake and Daisy have a furious row and when Daisy's blind son, Tommy, intervenes, Jake beats the lad and Daisy strikes him wildly. Jake seizes Daisy by the throat just as Tommy approaches and pulls a gun on Jake, killing him instantly.

The police question all the occupants in the house. Suspicion is finally directed against Daisy, who tries to implicate a rival gang of Jake's. Suddenly Tommy is brought in—he had been found hiding in a closet. When the dicks learn that he is blind, they release him.

Pete and Betty return home, both drunk and Betty completely "out." Daisy gets Betty to bed. Daisy denies Pete's charge that she killed Jake, just as Eddie bursts into the room. Daisy prevents Eddie from seeing her. Tommy, on the verge of a breakdown, is overheard by Pete discussing Jake's death. As the price of Pete's silence, Daisy must hand him the key to Betty's room.

Jake's brother Louie comes to the house, intent on killing Eddie, whom he suspects of his brother's death. Daisy declares that Pete is the guilty one—and she goes to tell Pete that Louie wants to speak to him. Two shots are heard—and Pete follows Jake to his doom.

Eddie, cross-examined by the detectives, learns that Pete and Betty had been out together. He refuses to believe it, and confronted with the story, Betty, too, denies it. Pete's cigarette lighter, found in her room, wrings the truth from her. Eddie, furious at Betty's betrayal, is ready to take the rap. Before Daisy can blurt out the truth to save him, Louie is brought in, shot. He admits killing Pete as revenge for his brother's death. Before he can involve Daisy, he dies.

Eddie and Betty speed away for their marriage license, leaving Daisy alone. Daisy falls into a chair, a worn and weary woman, but she brightens right up to greet a handsome Swede, the applicant for her vacant room. As she ushers him in, she gives him an appraising eye and tells him he can have "the loveliest room in the house—next to mine."

"I'll Carry Her To Her Room"



Two-Column Scene Cut or Mat

THREE OLD-TIMERS STAGE BIG REUNION

Miss Young, Lambert And Black Get Together

(Advance Reader)

Three old troupers held an informal reunion on the set at the James Cruze Studios during the making of "Women Go On Forever," for Tiffany Productions, Inc., which will be on the screen at the _____ Theatre on _____.

The trio who talked over "old times" were Clara Kimball Young, star of the picture, Eddie Lambert, famous dialect comedian, and Maurice Black, well known for his portrayals of underworld roles.

They talked over the days when they were all three members of a stock company in Seattle, Washington, before any of them had ever been in pictures.

Miss Young deserted the stage when she signed with the old Vitagraph company. She soon became a star and remained on the screen until 1925. When she left for the stage again, she had become one of the most famous stars in pictures.

Eddie Lambert also became famous as one of America's best liked dialect comedians. He continued on the stage and in vaudeville until a couple of years ago. He is famous on the screen now for the "comedy relief" he puts into a picture.

Black also continued on the stage until three years ago when the talkie invasion took Hollywood by storm. Today he is one of the best known "gangster types" available in the film city.

Both Black and Lambert have important roles in support of Miss Young in "Women Go On Forever." This picture is the star's first big talking vehicle and has been awaited with deep interest by the many fans who remember the former star of the silent screen.

RETURN OF OLD-TIME STAR HERALDED WITH APPROVAL

(Advance Reader)

Thousands of screen fans will be delighted to learn that Clara Kimball Young, one of the best loved of the "old-timers," is making a sensational comeback in talking pictures.

Picked by James Cruze for the stellar role in his latest production for Tiffany Productions, Inc., "Women Go On Forever," which will be at the _____ Theatre, Miss Young's success was hailed with delight by everyone in and out of pictures. Other lights of the silent screen, whose stars were dimmed by the coming of the microphone to the studios, have taken heart and are preparing to show that the real experienced screen players can hold their own with the new crop of faces and names imported into the studios when the coming of talking pictures turned the faces of picture producers to Broadway's supply of stage trained talent.

Miss Young is being literally besieged by questioners, anxious to know how she felt when she faced a microphone in a stellar role.

"I had heard so much about 'microphone fright' that I was curious to experience it," answers Miss Young. "I have been on the stage for years but had never experienced 'stage fright.' At last, I thought, 'I will find out what "stage fright" is—but I found myself going through rehearsals and scenes without ever being conscious that a microphone was on the set."

Trained on the stage since she was seventeen years of age; reading, remembering and delivering lines became second nature to the player. She explains that, even in her silent pictures she always made it a practice to learn lines to go with the scenes and to "read" them as if she were on the stage. So "reading lines" before a microphone was no task for her.

Eddie Lambert and Maurice Black, who are also in the cast with Miss Young, were in the same stock company with the famous star when

Lorin Raker Well Known To Broadway

(Advance Reader)

Lorin Raker, featured in the Fox production, "Six Cylinder Love," will be seen in one of the principal supporting roles to Clara Kimball Young in that star's initial stellar talking vehicle, "Women Go On Forever," which will be at the _____ Theatre.

Although he is a newcomer to pictures, Raker is well known on the stage. He has appeared in "Mother Carey's Chickens," produced by John Cort; "Pollyanna," with Patricia Collinge; Otto Harbach's first dramatic offering, "The Silent Witness"; "Just Around the Corner," with Marie Cahill; "La La, Lucille," George Gershwin's first musical; "Queen of Hearts," with Nora Bayes; "Nora, Darling," with Richard Carle. He was featured in Al Woods' "Getting Gertie's Garter"; starred in "Oh, Johnny" and "The Gingham Girl" and co-starred with Minnie Dupree in "Mom."

CATCHLINES

For Newspaper "Ads"

LIFE IN THE RAW in a New York boarding house.

* * *

A REALLY GREAT PICTURE with a REALLY GREAT CAST.

* * *

THE FEMALE OF THE SPECIES—Eternal Siren—Eternal Mother!

* * *

A GREAT PICTURE!—A Great Star—a Great Cast—a Great Story.

* * *

DRAMA! COMEDY! THRILLS! SUSPENSE!—All that you're looking for in a picture!

* * *

CLARA KIMBALL YOUNG in her triumphant return to Stellar Roles in "Women Go On Forever."

* * *

A CROSS SECTION OF LIFE in a New York rooming house.

DRAMA—COMEDY—ACTION—LOVE—SACRIFICE AND PASSION!

* * *

WOMAN—THE ETERNAL QUESTION—The sum of her emotions—consuming love—destroying hate—passion, pride and sacrifice!

* * *

DANIEL N. RUBIN'S GREAT STAGE PLAY brought to the screen with Clara Kimball Young, Morgan Wallace, Marion Nixon, and a big supporting cast.

* * *

THE LOVE OF A TIGRESS FOR HER YOUNG—THE FURY OF A WOMAN SCORNED—Clara Kimball Young in the greatest role of her career in "Women Go On Forever."

* * *

CLARA KIMBALL YOUNG, with MARION NIXON, Morgan Wallace, Paul Page, Lorin Raker, Eddie Lambert, Thomas Jackson, Yola D'Avril—A POWERFUL cast in a POWERFUL picture!

* * *

TWO KINDS OF LOVE—The pure love of a mother for her son—and the vanity-inspired passion of the siren!—CLARA KIMBALL YOUNG in a surprising role in a surprising picture!

INTO A LIFE OF TAWDRY GLAMOUR SHE POURED THE WARMTH OF LOVE

Lorin Raker Collects Cacti By Way Of Hobby

(Advance Reader)

You've heard of "riding a hobby." How'd you like to have a hobby like Lorin Raker's to ride?

His hobby is cacti. Maybe you call them cactuses. Anyway you spell it—or them—they're rather uncomfortable things to ride. Lorin came to California with only one idea about cactus. They were things with thorns on them which grew on the desert: rather ugly, odd and unprepossessing things.

When he learned that there were hundreds of varieties of cacti, Raker became interested. He found that their shapes, sizes, styles, habits, temperaments and dispositions were all different. He became a cactus addict.

The young picture player, who has one of the important roles of the James Cruze production, "Women Go On Forever," in which Clara Kimball Young is starred and which will be at the-----Theatre-----, immediately began to haunt deserts for different breeds of cactus. He found them in quantities.

Blue ones, pink ones, green ones; huge, small and tiny; prickly ones, thorny ones and just plain fuzzy ones. Cactus that towered like trees and cactus that trailed along the ground. He became more and more interested in the thorny plants that seem to defy the harshness of the desert and to thrive under terrifically adverse conditions.

Before he discovered cactus, Raker's hobby was collecting etchings. But he hasn't collected an etching since he made the acquaintance of the cactus family.



MARION NIXON

One-Col. Star Cut or Mat T-59

PARAGRAPHS For Your Program

Clara Kimball Young is returning to the screen. At the height of her career, in 1925, acclaimed as one of the most popular players of the day, she deserted pictures to go back on the stage. Talking pictures have lured her again to the screen and she makes a triumphant return in the James Cruze Production, "Women Go On Forever."

* * *

A perfect cast supports Clara Kimball Young in "Women Go On Forever." Marion Nixon and Paul Page have the principal supporting roles, with Morgan Wallace, Yola D'Avril, Eddie Lambert, Lorin Raker, Thomas Jackson, Maurice Black, Nellie V. Nichols and others providing strong support.

* * *

"Women Go On Forever," Clara Kimball Young's first starring talking picture, is an adaptation of the highly successful stage play by the same name which ran for many months at the Forrest Theatre, New York. It was chosen as her debut vehicle by James Cruze after hundreds of manuscripts had been considered and rejected.

* * *

Walter Lang, who directed "Hellbound" and other excellent James Cruze Productions, directed Clara Kimball Young in her first starring talking picture, "Women Go On Forever."

* * *

One of the great successes of the New York stage, "Women Go On Forever," has been made into pictures by James Cruze. It is even better in film form than it was as a play. Clara Kimball Young, veteran star of the silent screen, makes her starring debut in talking pictures in it with a supporting cast of carefully chosen players.

* * *

Clara Kimball Young gives a characterization in "Women Go On Forever" that stamps her as one of the screen's most capable character women. As Daisy Bowman, hard-boiled, mercenary, keeper of a cheap New York boarding house, she enacts a role that will reestablish her as one of the screen's foremost actresses.

* * *

Murder!—and Clara Kimball Young sees the talons of the law clutch an innocent man! Should she tell the truth—and sacrifice one she loved dearly—or remain silent and see two innocent lives ruined? That's the question that faces this great star in James Cruze's heart-gripping drama, "Women Go On Forever."

* * *

Thrills! Laughs! Suspense! Heart interest! Tears! "Women Go On Forever" has all the elements of a great motion picture. Clara Kimball Young, making a triumphant return to pictures, is magnificent in this potent drama of New York.

Eddie Lambert Has Many Strings To Bow

(Advance Short)

Eddie Lambert is one of the busiest men in Hollywood.

The comedian, who will be seen in one of the supporting roles to Clara Kimball Young in the star's triumphal return to pictures, was working nearly twenty-four hours a day during the production of "Women Go On Forever," which will be at the-----Theatre starting

Lambert is a musician, a musical composer, song writer and theatrical producer of nationwide fame. Two of Lambert's songs have already enjoyed sales over the million mark. They are "In My Heart" and "You'll Never Know," published by Jerome Remick and Van Alstyne & Curtis, respectively.

Drama Of Mother Love In New Tiffany Picture

(Current Reader)

Clara Kimball Young, as "Daisy Bowman," is faced with a problem in "Women Go On Forever," on the answer to which hangs the life and happiness of three persons.

The situation arises in James Cruze's tense drama of New York which is playing at the-----Theatre-----.

In the drama, Daisy's son Tommy shoots and kills a man who has attacked his mother. Suspicion points to an innocent man. A third man guesses the truth, holds it over her head and threatens to expose her son unless she allows him his liberty in a scheme that will ruin a girl.

Miss Young's struggle in this dilemma is the high-spot of the powerful screen play. The problem is solved by her in a dramatic scene which clears the way to happiness for the innocent parties and still keeps her son from the gallows.

In the supporting cast will be seen Morgan Wallace, Marion Nixon, Paul Page, Maurice Black, Thomas Jackson, Yola D'Avril, Lorin Raker, Eddie Lambert, Maurice Murphy and Nellie V. Nichols.

Before coming to Hollywood Black had been on the stage in stock and in vaudeville with his

Yola D'Avril, Born In Lille, Retains Her French Accent

(Advance Reader)

Yola D'Avril, that hot French flapper, has one of the supporting roles in Clara Kimball Young's all-talking starring vehicle, "Women Go On Forever," which will be at the-----Theatre starting

There's nothing synthetic about Miss D'Avril's French. She was born at Lille, France, and educated at Sacred Heart Convent, Notre Dame.

Although she has been in pictures for the past five years, the talkies presented Yola with her first big opportunity. She was co-featured in "Those Three French Girls" and secured roles in "All Quiet on the Western Front" and most recently "God's Gift to Women."

Others in the cast with Miss Young are Marion Nixon, Paul Page, Morgan Wallace, Maurice Black, Lorin Raker, Eddie Lambert, Nellie V. Nichols, Thomas Jackson and Maurice Murphy.



PAUL PAGE

One-Col. Star Cut or Mat T-58

Black Has Acted Gangster Roles In Forty-five Films

(Advance Reader)

Hollywood made a gangster out of him.

He can blame it on the pictures. He has good cause to.

He came to Hollywood from New York, the home of the gangster. It remained for the film city to make him one.

He came to Hollywood seeking respectable work—but now he can't get a thing to do but be a gangster.

Maurice Black doesn't mind, though. During the three years he has been in Hollywood he has appeared in forty-five pictures—and in every one of them he was cast as a gangster.

Before coming to Hollywood Black had been on the stage in stock and in vaudeville with his

wife, Edythe Raynore, playing comedy dialect roles.

He tried to get a role of a gangster in the film adaptation of Universal's "Broadway." He was told he "wasn't the type."

He landed a role with Douglas McLean in "The Carnation Kid," a gangster type—and Hollywood stamped him as a perfect screen gangster. He's been playing tough guys ever since.

Apparently crime does pay. Black has been in constant demand on the screen. His latest "tough" role is with Clara Kimball Young in that famous star's first stellar talking picture, the James Cruze's picture which Tiffany Productions, Inc., presents "Women Go On Forever," which is coming to the-----Theatre-----.

"He Took Your Girl Out, So You Killed Him!"



Three-Col. Scene Cut or Mat

No. T-52

Page Three

EXPLOITATION

TIFFANY PRODUCTIONS INC. Presents

WOMEN GO ON FOREVER

A JAMES CRUZE PRODUCTION

A soul laid bare . . . a heart opened with wounds but beating softly to the relentless instinct of a mother's love . . . swept along in the maelstrom of the tawdry tenements, she brought life, saw life, faced death!

WITH
CLARA KIMBALL YOUNG
MARIION NIXON
Paul Page and Yola D'Avril

Three Col. Ad. Cut or Mat

No. T-67

Strong Title A Natural For Tie-Ups With Retail Stores

With a swell box-office title like "Women Go On Forever," it's a cinch to plant a number of excellent hook-ups with retail stores in the vicinity of your theatre. Beauty parlors, millinery shops, dealers in feminine accessories, gift stores and merchants catering to women generally will be able to put over some effective tie-ups for the picture. Stress the angle that it's a woman's job to look her best at all times, to keep young and attractive—to "go on forever"—in your advertising copy, and in specially lettered window cards. Stills from the picture, with the cast prominently featured in all copy, will link the trade hook-up with your feature. The dealers' cooperation should be further sought to the extent of including in each parcel wrapped, one of the heralds for the production or a copy of the theatre program.

TIFFANY PRODUCTIONS INC. Presents

WOMEN GO ON FOREVER

WITH
Clara Kimball Young
MARIION NIXON
Paul Page and Yola D'Avril

Based on
Daniel Rubin's
stage hit,
directed by
Walter Lang

A JAMES CRUZE PRODUCTION

1 Col Ad. Cut or Mat No. T-62

WHAT TO PLAY UP

A Knockout Stage Hit

"Women Go On Forever" is based on the celebrated stage play of the same name which enjoyed a long and successful run at the Forrest Theatre in New York, where it was produced by William A. Brady, Jr. and Dwight D. Wiman. The play, written by that able dramatist, Daniel N. Rubin, was one of the outstanding hits of the season.

Sterling Cast

Clara Kimball Young scores a sensational screen comeback with a truly memorable performance as Daisy Bowman, owner of a rooming house. Never before has Miss Young risen to such heights of emotional intensity. To her fans—and they are legion—her characterization will reveal a new dramatic actress of hitherto unsuspected powers. Marion Nixon shines in a sympathetic, convincing portrayal, and others in a gilt-edged cast include Paul Page, Yola D'Avril, Eddie Lambert, Nellie V. Nichols, Morgan Wallace and Lorin Raker.

James Cruze Production

The wizardry of James Cruze has given to the silver screen a number of unforgettable productions. "Hell Bound" and "Salvation Nell" are among his latest box office successes. "Women Go On Forever" even surpasses in human interest, in pathos and realism his greatest hits. Directed by Walter Lang, among the ablest of Hollywood's megaphone wielders, it is crowded with brilliant touches that win unstinted praise.

TIFFANY PRODUCTIONS INC. Presents

WOMEN GO ON FOREVER

WITH
CLARA KIMBALL YOUNG
MARIION NIXON
Paul Page and Yola D'Avril

A searching drama
of a woman's heart
. . . based on the
stirring hit by Daniel
N. Rubin.

Directed by
WALTER LANG

A JAMES CRUZE PRODUCTION

Two Col. Ad. Cut or Mat

No. T-65

"ADS"

TIFFANY PRODUCTIONS INC. PRESENTS

Women Go On Forever

WITH
Clara Kimball Young
Marion Nixon
Paul Page and Yola D'Avril

A strong drama of the New York tenements, beautiful in theme as the eternal hope of its people!

A JAMES CRUZE PRODUCTION

Two Col. Ad. Cut or Mat

No. T-66

Rooming House Background Can Be Plugged In Stunts

"Women Go On Forever," set against a background of a New York rooming house, should be exploited with its unusual setting in mind. Throwaways reproducing part of a column of the "Rooms for Rent" section of a newspaper could be effectively devised with the addition of a few catch lines, obtainable from the ads and other sources in this press sheet.

Small ads announcing the picture and its play dates should be inserted in bold face type between the regular "furnished room ads" in the newspapers.

Another stunt which emphasizes the rooming house angle in the story would be to offer a free service for applicants for furnished rooms. A booth could be set up in the lobby, with an attractive girl in charge, and information concerning desirable rooms could be given to all applicants. The information could be obtained from the newspapers, all of which should be on file in the booth. A bulletin board carrying small announcements of available rooms could likewise be set up, with suitable ads for the talkie inserted among them.



1 Col. Ad. Cut or Mat No. T-63

"Three Generations" Evening Will Get Newspaper Attention and Wide Publicity

A human interest gag, one which would easily secure the support of a daily newspaper, would be a "three generations" evening for which passes would be presented to each set of grandmother-mother-and daughter who present their names to the theatre in advance of the first performance. The stunt should be worked with the cooperation of a newspaper, with photographs of several of the "generations" published each day. A flood of interesting copy should result from interviews with the grandmother in each case, especially if the woman has been a resident of the town for a considerable number of years.

The stunt could be further extended to include prizes to representatives of four generations, the awards to be donated by cooperating retail merchants. With the proper amount of plugging, the evening would be worked up into something really big, with local dignitaries and officials in attendance.

Use This Slug!



TRAILERS

— Sound On Film Only —

Order direct from

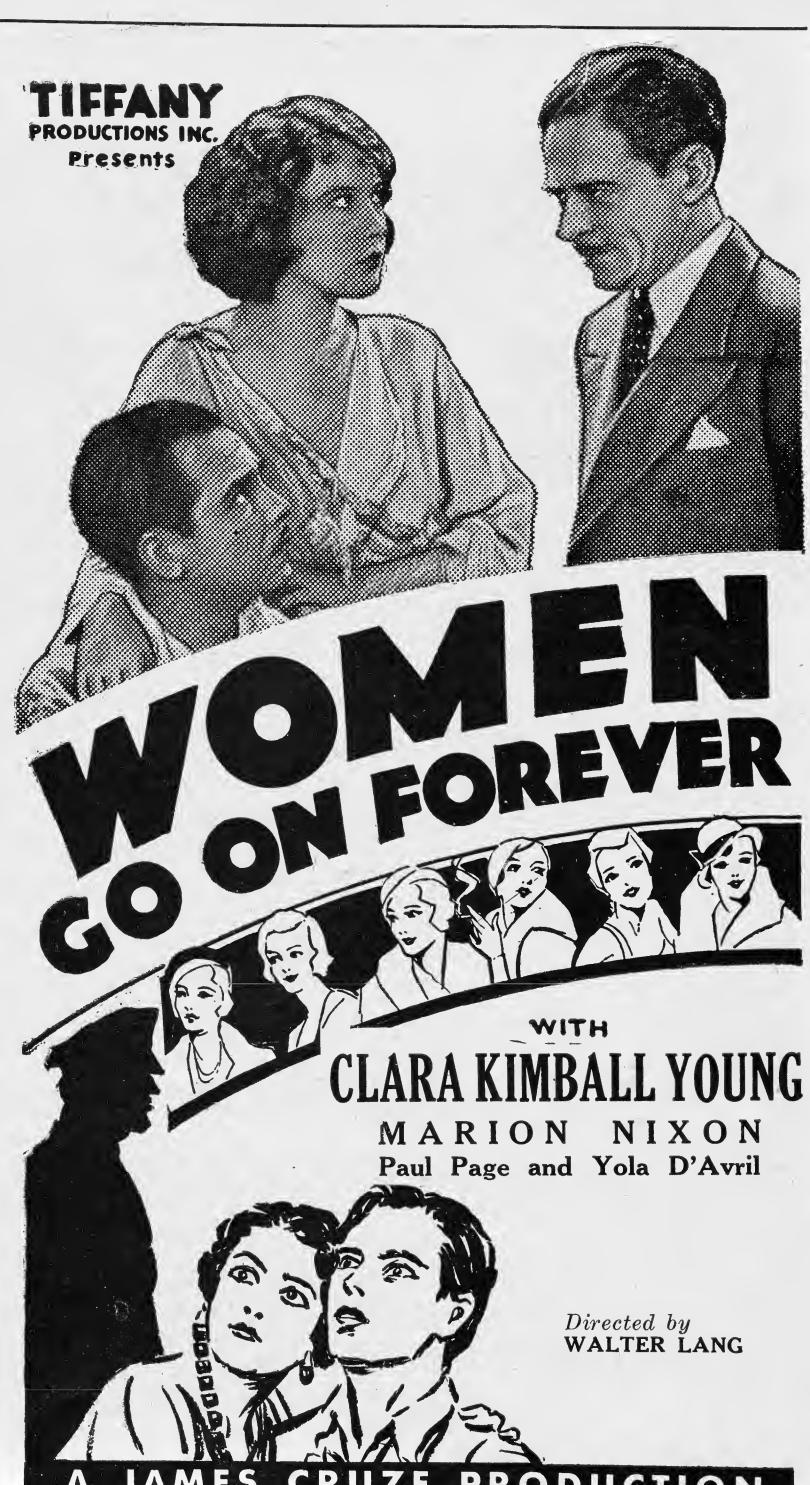
NATIONAL SCREEN SERVICE

New York
130 West 46th Street

Chicago
1307 So. Wabash Avenue

Dallas
300½ So. Harwood Street
Los Angeles
1922 So. Vermont Avenue

1 Col. Ad. Cut or Mat No. T-61



Two Col. Ad. Cut or Mat

No. T-64

Page Five

DRAMA — PATHOS — COMEDY

DRAMA



One-Col. Scene Cut or Mat T-57

Paul Page Scorned Screen But Fate Decided For Him

Finally Became Enthusiastic Over Movies And Stayed West

(Advance Reader)

Some persons seek picture careers—and other have them literally thrust upon them.

Paul Page didn't want to work in pictures.

He came to California to visit his friend, James Hall. Hall tried to induce the young New York stage star to take up picture work. What Page had seen of it convinced him that he didn't like it.

He went back to New York, working in vaudeville. An official of Fox Films saw his act, caught him at his hotel and convinced him that he ought to have a test made.

A half-hour after the test was seen, Paul attached his name to a

contract. Four hours later he was working in his first picture.

On his second visit to California he became enthusiastic about picture work and finished, in rapid succession, "Speakeasy," "Protection," "The Girl From Havana," "Men Without Women" and "Born Reckless."

His latest picture is "Women Go On Forever," a James Cruze production starring Clara Kimball Young, which will be at the-----Theatre----- In it he plays opposite Marion Nixon.

Others in the large cast include Morgan Wallace, Eddie Lambert, Yola D'Avril, Lorin Raker, Thomas Jackson, Maurice Black, Maurice Murphy and Nellie V. Nichols.

REVIEWS

"WOMEN GO ON FOREVER" A MOVING HUMAN DRAMA

Acting Of Miss Young And Supporting Cast Termed Excellent

(Newspaper Review For Use After Showing of Picture)

Clara Kimball Young returns to pictures in a blaze of glory, demonstrating beyond the shadow of a doubt the wisdom of casting screen-wise stars in roles in modern talking pictures.

Miss Young has the stellar role in the James Cruze production, "Women Go On Forever," now showing on the bill at the-----Theatre----- She delivers an excellent performance in a role that calls for every ounce of acting ability

she can summon—but she makes the character of Daisy Bowman, hard-hearted and tender-hearted by turns, one that you will remember long after you have forgotten the title of the picture.

The picture is a screen adaptation of the Daniel N. Rubin stage play of the same name which ran for months at the Forrest Theatre in New York. In transferring it to the celluloid medium, the story has lost none of its power; indeed it has gained speed, action, tension and suspense through the use of the myriad of tricks at the command of the movie makers.

Dominating the entire cast is Miss Young's perfect performance of the role of the keeper of the New York boarding house. As Daisy Bowman she is past the prime of her beauty, but she feeds her vanity upon her appeal to men—and always manages to have the star boarder occupying the room right next to her own.

Presented at the-----Theatre, the drama is the first starring vehicle for the former star of the silent screen, Clara Kimball Young. Miss Young, although a star on the silent screen for over a decade, was an accomplished stage player before her movie career began. Her work before the microphone shows the result of these long years of training behind the footlights.

"Women Go On Forever" is a cross-section of life in a New York boarding house of a neighborhood long since gone to seed. Miss Young is cast as "Daisy Bowman," who keeps the boarding house.

The story seems to center around Marion Nixon and Paul Page, cast as a couple of young lovers, but Miss Young dominates the tale as it unravels. When the drama reaches its most tense points Miss Young's remarkable characterization of the hard-boiled boarding house mistress, fighting to shield her blind son, stamps her as a star to be reckoned with by the present crop of the screen's great.

The balance of the cast is perfectly chosen. Morgan Wallace, from the New York stage presentation of the play, Maurice Black, Thomas Jackson, Yola D'Avril, Lorin Raker, Eddie Lambert, Nellie V. Nichols and Maurice Murphy are in the principal supporting roles.

Comedy relief is injected into the dramatic offering by Eddie Lambert, Nellie V. Nichols, Yola D'Avril and Lorin Raker. Thomas Jackson's characterization of the hard-boiled New York detective is a fine piece of work.

Walter Lang, who made "Hellbound," directed "Women Go On Forever." He has kept the story moving, discarding all unnecessary action. Under his megaphone the story moves to a logical and dramatic climax. The photography is excellently executed, varying angles breaking up the longer scenes into crisp and interesting bits of natural and forceful action.

"Congratulate Us! We're Spliced!"



Two-Col. Scene Cut or Mat

No. T-53

Maurice Black Plays Gangster Type Roles

(Advance Reader)

Which was right—the Broadway stage producer—or the Hollywood picture maker?

Maurice Black, who has one of the principal supporting roles with Clara Kimball Young in James Cruze's latest production, "Women Go On Forever," which will be at the-----Theatre----- was in the original New York presentation of "Broadway," playing the role of "Nick Verde," proprietor of a Greek restaurant.

Shortly after coming to Hollywood he learned that a picture maker was about to produce the play in screen form. He applied for the part of "Nick" in the picture—and was told that "he wasn't the type!"

Apparently other Hollywood producers considered Black just the type for underworld roles, for within the next three years he had portrayed forty-five underworld characterizations in screen dramas. He was seen in "The Carnation Kid," and most recently in "Little Caesar," "The Front Page," "Broadway Babies," "Dark Streets" and "Brothers."

A powerful cast—a powerful story—a powerful star coupled with intelligent, clever direction, makes "Women Go On Forever" a bit of screen entertainment that you should not miss.

Marking the return to stellar screen roles of Clara Kimball Young, this James Cruze production now playing on the bill at the-----Theatre provides her with a dramatic vehicle that launches her as a real contender for the honors in talking pictures which were once her own in silent ones.

The story is from Daniel N. Rubin's successful stage play which ran at the Forrest Theatre, New York, for many months.

Supporting Miss Young is a cast that is exceptionally well chosen. Morgan Wallace, Marion Nixon, Paul Page, Thomas Jackson, Eddie Lambert, Yola D'Avril, Nellie V. Nichols, Maurice Black, Maurice Murphy and Lorin Raker are in the principal roles.

Walter Lang Adds To Reputation

(Advance Reader)

Walter Lang, director of the sensationally successful underworld drama, "Hellbound," has added another set of laurels to his collection in "Women Go On Forever," which is coming to the-----Theatre-----

The picture is the screen adaptation of Daniel N. Rubin's stage play of the same name, which ran for many months at the Forrest Theatre in New York.

In the principal roles will be seen Clara Kimball Young, formerly a great star of the silent screen, in the stellar role, with Marion Nixon, Paul Page, Morgan Wallace, Yola D'Avril, Lorin Raker, Thomas Jackson, Eddie Lambert, Nellie V. Nichols, Maurice Black and Maurice Murphy in support.

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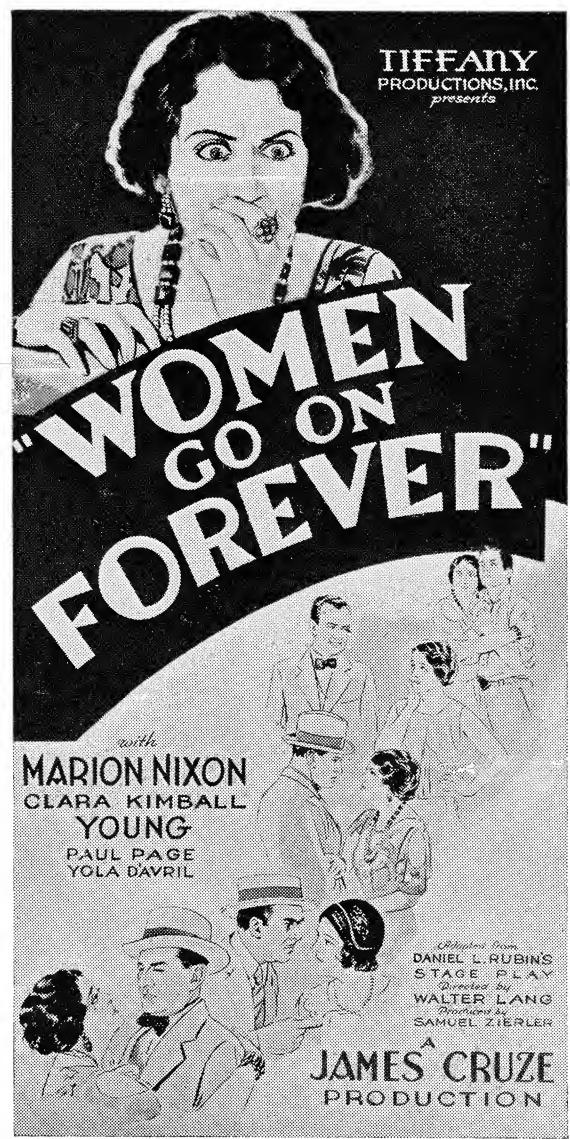
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